

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



1-982  
A2811

The Homemaker Takes a Look into 1941

LIBRARY  
RECEIVED  
★ JAN 30 1941 ★

A broadcast by Miss Ruth Van Deman, Bureau of Home Economics, and Mr. Wallace Kadderly, Office of Information, broadcast Tuesday, January 7, 1941, in the Department of Agriculture period of the National Farm and Home Hour, by the National Broadcasting Company and a network of 87 associate radio stations.

--ooOoo--

WALLACE KADDERLY:

And now bringing news from the Bureau of Home Economics for the first time in 1941, here's Ruth Van Deman.

RUTH VAN DEMAN:

And if it isn't too late in 1941 to say it, Wallace, I'd like to wish our friends of the Farm and Home Hour good luck----good health---and as much happiness as the state of the world permits.

KADDERLY:

I'd say it's never too late to wish a wish like that, Ruth. And I'd like to second you, if I may, in wishing that to our Farm and Home friends who listen to these Tuesday broadcasts.

VAN DEMAN:

Also, I'd like to thank them, here at the beginning of another year, for their letters and suggestions that came to us the past twelve months.

Now, on to the business of homemaking in 1941. It isn't the easiest time in the world to plan ahead with assurance that things will come out as planned-----

KADDERLY:

With war to the east of us, war to the west of us, and so much of our own industrial production turned to defense purposes, every family is bound to feel the impact in some way.

VAN DEMAN:

But in spite all that, the economists believe that the family that knows something about price trends, and what's likely to affect income, and has worked out its own financial plan-----is better off.

KADDERLY:

At least that family's cushioned itself to withstand some of the sudden rises and falls as they come.

VAN DEMAN:

Exactly. Isn't flying blind-----

KADDERLY:

On the income side, the sky looks brighter for a good many families, because of the pick up in business and employment in connection with the defense program.

(over)

VAN DEMAN:

Yes, lots of city and town families will have more cash this year----to spend and to save to spend at some future time.

KADDERLY:

Which in turn means more demand for the milk and meat,----vegetables----fruits----all the things the farm has to sell, as Frank George reminded Farm and Home listeners yesterday when we were discussing the 1941 Agricultural Outlook.

VAN DEMAN:

But we mustn't forget that we're going to have to eat at home most of the foods we used to sell abroad.

Porter Taylor of the Surplus Marketing Administration was telling me the other day about the millions of bushels of apples waiting to be eaten----the apples and winter pears that used to go to Europe but are available to us here at home this year----and the abundance of dried fruits.

KADDERLY:

The national and international situation does influence the price and supply of all those foods. Buying and selling food isn't just a local enterprise any longer.

VAN DEMAN:

No, but for the farm family, planning, planting, and otherwise producing food for its own use is still pretty much a personal matter. And the way to add hundreds of dollars of value to the income even though it doesn't roll in in cash.

I certainly admire and respect the way farm homemakers and the home management experts are working together to get these plans for producing food at home on paper, here at the beginning of the year.

KADDERLY:

Working out a chart to the family's food needs for the year----that's what it amounts to, doesn't it.

By the way, the Bureau of Home Economics has worked out a kind of master chart to help a family figure that out. Seems to me I recall seeing some kind of printed guide.

VAN DEMAN:

Yes, I was going to mention that chart in just a minute----Dr. Stiebeling's master plan for a good diet at low cost. It lists the kinds and the quantities of food any one of us needs ---- children from 2 years old up through their teens----men and women doing different kinds of work.

KADDERLY:

Suppose somebody wants to write to the Bureau of Home Economics and get this food guide. What does he ask for?

VAN DEMAN:

A good diet at low cost. We'll know that means the 2-page family food chart.

But, Wallace, we mustn't forget there's more to homemaking than food.



KADDERLY:

True----Food,----shelter,----clothing,----house furnishings---- How is it the budget books run?

VAN DEMAN:

Something like that. On the shelter question, the family building a new house this year or doing an extensive remodeling job will probably find building materials higher than in 1940.

KADDERLY:

Naturally with the speed-up in our production of materiel for military purposes. Before long that's bound to affect metal, lumber---all the heavy duty goods for house construction.

VAN DEMAN:

I believe that if I were planning to build this year, I'd hurry up and do it now.

KADDERLY:

That's probably just what a lot of other families are thinking.

VAN DEMAN:

As for heating and lighting, the cost for them will probably run no higher than last year.

But on clothes, especially leather shoes and wool coats, suits, and dresses, we can expect to pay more this coming year. And I should think the same would hold true of woolen blankets.

KADDERLY:

Very true. When the Army and the Navy put millions of new men into service, they need an enormous amount of shoe leather and wool. In 1918 we weren't as well equipped to take care of that as we are now.

VAN DEMAN:

And this time the cotton situation is different. There's no prospect of sheets and bath towels, and cotton goods shooting up in retail price. And we have so much more rayon, besides the new synthetics. They promise to roll right along on the same price levels.

Those are just a few examples of the trends in the business picture smart homemakers will be keeping an eye on this year.

KADDERLY:

Ruth, what about making a family budget and keeping accounts, I notice you haven't rubbed our conscience on that score yet.

VAN DEMAN:

No, that's something people have to decide on and work out for themselves. What we need is our friends the Young Homemakers here to tell their story-----

KADDERLY:

The Young Homemakers----I think I know who you mean----the couple on the

West Coast who took your home economics bulletins and worked out a family budget before they even started to keep house.

VAN DEMAN:

Yes, they had estimates on everything----from what they were going to spend for food to what they could afford to spend for rent.

And at the end of the first year they had real accounts to base their next year's budget on.

KADDERLY:

Are they still keeping it up?

VAN DEMAN:

So they tell me. They still balance their books at the end of every month.

KADDERLY:

It's a rare family that balances books every month.

VAN DEMAN:

You know, it's the exception that proves the rule.----and their little daughter helps them.

KADDERLY:

Their little daughter---that child can't be more than two or three years old. Family budgeteers don't begin that young, do they?

VAN DEMAN:

Sometimes it seems. One month their balance of cash in hand was one cent off. The change in Mrs. Young Homemaker's pocketbook didn't tally with the figures on the paper, not by one whole penny.

KADDERLY:

But don't you agree with the man who said:

"Nobody was ever meant

To remember or invent

What he did with every cent?"

VAN DEMAN:

Absolutely. And so I'm sure the Young Homemakers feel that way too. They didn't waste any hours trying to chase down that one penny. But this is what happened. The next day, the baby came running to her Mother with something she'd found on the floor----a coin----a round copper cent.

KADDERLY:

Yes, I can see with a daughter like that to help them, no wonder the Young Homemakers are enthusiastic family budgeteers.

Now, I'd like to repeat that offer you made a few moments ago on the food chart for a good diet at low cost----in case somebody wants to make out a food budget for 1941.

VAN DEMAN:

Oh yes, we're glad to send a copy to any one who wants such a guide.----

KADDERLY:

Well, Farm and Home friends, as Ruth Van Deman suggests, if you want a chart to help in planning your food budget this year, drop a card to the Bureau of Home Economics, U. S. Department of Agriculture, here in Washington, D. C. Just write family food chart and the keen eyes and quick fingers of the people who handle the Bureau of Home Economics mail will do the rest.

# # # # #

